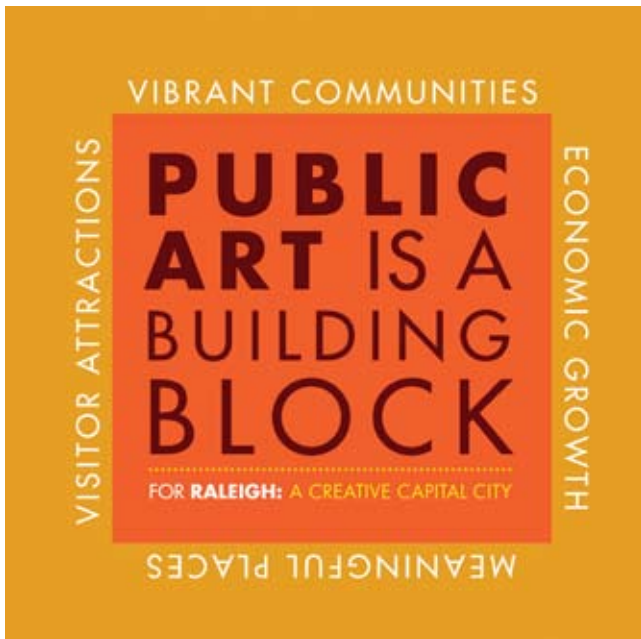




PUBLIC ART MATTERS HERE

Public art matters in Raleigh! Public art matters here because it is an essential building block for the creation of engaging, imaginative spaces — spaces that **enliven** our architecture, foster **shared** community interactions, **celebrate** our unique stories and history, **attract** visitor interest, and **inspire** us to experience the world with **new** eyes/fresh perceptions. In short, public art matters here because it invites us to make **meaningful** connections between people and place.



Joining the approximately 500 public art programs across America, the City of Raleigh commenced an exciting new civic undertaking in 2009 with the creation of a Percent for Public Art program. Prior to this program's establishment, the Raleigh Arts Commission developed select public artworks funded primarily with private donations, including the popular *Red Wolf Ramble*, as well as *Art-in-the-Park* sculptures. Additionally, over the past few years, the Commission has sponsored, in partnership with Capital Area Transit, *Art-On-The-Move* (original art on the sides of Raleigh buses), as well as developing temporary and permanent art for Raleigh's City Plaza.

We hope you will join us as we lay the foundation for a wide-reaching, community-engaging City of Raleigh Public Art Program! Over the coming year, the Arts Commission will host a range of events and activities that explore why "Public Art Matters" in the City of Oaks!

Photo credits (Above: left to right)

Toy Defense by Adam Walls | *Light Towers* by Jim Gallucci | *Dinosaur* by Joseph Carnevale | *Redbird* by Harry McDaniel

PUBLIC ART Matters Here Because . . .

- **Public Art Expresses Our City's Identity.** Seen by millions of residents and visitors each year, public artworks like the *Acorn* (by David Benson) that signals the New Year in Raleigh and the Convention Center's *Shimmer Wall* (by Thomas Sayre and Ned Kahn) are both memorable and instantly recognizable Raleigh icons.



Shimmer Wall



Horizon Line

- **Public Art Sustains Jobs.** North Carolina's cultural industry creates close to 300,000 jobs, while Wake County non-profit arts groups generate over \$105 million annually. Artists like Juan Logan and Susan Harbage Page (creators of City Plaza's pulsating artwork *Horizon Line*) employ other artists, engineers, contractors, and local business vendors. Public art, together with our museums, theater, music, and other cultural arts, attract the creative class that invests in our city and our future.

- **Public Art Attracts Visitors.** Attendance at cultural events in Wake County exceeded 2.5 million in 2006. More than 40,000 people visited City Plaza during Winterfest, 21,000 visited the North Carolina Museum of Art in its first week opening the new building, while Artsposure's 2010 Spring Arts Festival attracted 85,000 people.



Artsposure spring festival



Glimpses of Promised Land

- **Public Art Promotes Civic Pride.** Memorials and historic statues motivate communal gatherings on significant occasions, while artworks like Mike Roig's *Glimpses of the Promised Land* (Chavis Park), and Jim Gallucci's *Immigrant Gate II* (Millbrook Exchange Park) call us to contemplate and share memories of sacrifice and honor.

PUBLIC ART Matters Here Because . . .

- **Public Art Is Fun.** Families can enjoy public art outings, such as 'painting the street' at SPARKcon's Arts & Creativity Festival, flying kites around *Redbird* at Fletcher Park, playing in the inflatable Luminarium on City Plaza (during Artsposure), or visiting Vollis Simpson's whirligig *Wind Machine* at North Carolina Museum of Art Park.



Redbird kite flying



Color Wall

- **Public Art Creates Beautiful, Engaging Spaces.** Sit awhile in the *Cloud Chamber for the Trees and Sky* by Chris Drury (North Carolina Museum of Art), or gaze meditatively at NC State University's *Color Wall* (by Joe Cox). Public art beautifies our shared spaces and invites personal discovery and individual contemplation.

From the formal dignity of *Sir Walter Raleigh* to the dazzling *Light Towers* on City Plaza to the amusing *Barrel Monster* on Hillsborough Street, Raleigh's public art inspires and educates young and old alike, attracts creative entrepreneurs, and helps build community spirit and pride. See for yourself why **Public Art Matters Here.**



Photo credits (Below: left to right)

Street Painting Festival | *Immigrant Gate II* by Jim Gallucci | *Underwater Wolf* by Dianne Rodwell
Opposing Forces (for Art on City Plaza) by Hanna Jubran

